

## Supplementary Materials

**Table S1.** Proximate Analysis<sup>^</sup> of catfish skin (% dry wt basis).

Composition	Concentration (%)
Moisture	71.10±0.00
Protein	15.55±0.18
Ash	0.37±0.03
Crude Fat	11.63±0.10

<sup>^</sup> Reported as mean ± standard deviation from quadruplications.

**Table S2.** Odds Ratio Estimates<sup>1</sup> for predicting Purchase Intent (PI) = “yes” based on logistic regression modeling.

Parameters	PIB		PIHP		PIFWS	
	Pr > ChiSq	Odds ratio	Pr > ChiSq	Odds ratio	Pr > ChiSq	Odds ratio
Gender	0.93	0.98	0.78	0.92	0.27	1.35
Nationality	0.28	1.70	0.30	1.86	0.38	0.70
Overall Visual Quality	0.66	0.93	0.92	1.02	0.52	0.91
Color	0.16	1.24	0.87	0.98	0.48	1.11
Aroma	0.66	0.96	0.25	1.13	0.67	1.04
Texture	0.09	1.25	0.03	1.33	0.05	1.27
Crispiness	<b>0.02</b>	1.44	0.36	1.14	0.67	1.06
Flavor	<b>&lt;.0001</b>	2.69	<b>&lt;.0001</b>	2.63	<b>&lt;.0001</b>	2.40

<sup>1</sup>Significant odds ratios are in bold typeface ( $p$ -value < 0.05). PIB Purchase Intent Before message. PIHP purchase intent after Health and Protein message. PIFWS Purchase Intent after Food Waste and Sustainability message.